



**Broadcast Educational Media Commission Meeting Minutes**  
**October 06, 2022**  
**2470 North Star Road, Columbus, OH 43221**

I. **Call to Order:** At 10:01a.m., Chairman Robert Smith opened the meeting of the Broadcast Educational Media Commission.

A. **Roll Call:** At 10:01 a.m., roll call was conducted by Mrs. Gage.

**Members Present:**

Chairman Robert Smith  
Commissioner Matt Dole  
Commissioner Rex Elsass  
Designee Charles See  
Commissioner Sandi Thompson  
Designee Dr. Chris Woolard  
Non-Voting State Senator Niraj Antani

**Members Arriving Later:**

Commissioner Stephen Freeze, Esq.  
Senator Fedor's office arrived at 10:16 a.m.

**Members Absent:**

Commissioner Chirstine Merritt  
Commissioner Geoffrey Andrews  
Commissioner Meira Zucker  
Non-Voting State Representative Catherine Ingram  
Non-Voting State Representative Sharon Ray

A quorum was declared.

**Also Present:**

Executive Director Geoffrey A. Phillips;  
Craig Stevenson, Chief of Engineering and Broadcast Operations Officer;  
Alina Gage, Chief Financial Officer;  
Ashley Barbone, Assistant Attorney General;  
Erin Kelly, Assistant Attorney General;

And interested Citizens:

Greg Moebius, General Manager WCBE;  
Mark Lammers, Director of Content, WCET;

Gloria Skurski, Chief Content Officer, ThinkTV;  
David Stein, Video Services Manager, Licking Area Computer Association;  
Mark Jividen, Executive Director, VOICEcorps;  
Luke Dennis, General Manager Miami Valley Public Media, Inc.;  
Mike Thompson, Chief Content Director, WOSU;  
Mark Brewer, General Manager, WOUB;  
Jason Paduchik, Vice President, McKinley Strategies;  
David Carwile, Administrator of Ohio Educational Television Stations, Inc;  
and Susan Kratzer, Hannah News.

**Also Present Virtually:**

Laura Bryson, Chief Information Officer;

**B. Commission Action Items:**

1. Chairman Smith welcomed new commissioner Ms. Sandi Thompson. Ms. Thompson then offered comments on her background in library work and public broadcasting.
2. Chairman Smith also read the statement of purpose to remind the group how value is added to citizens.

**Resolution 23-09: Motion to Approve May 12, 2022 Meeting Minutes**

10:06 a.m. – Mr. Elsass moved for approval of the May 12, 2022 meeting minutes. Mr. Dole seconded. The motion passed via unanimous roll call vote.

3. Chairman Smith called for the election of the new Vice Chair for FY23.

**Resolution 23-10: Motion to Elect New Vice Chair for Fiscal Year 2023**

10:07 a.m. – Mr. Elsass moved for election of Mr. Andrews as Vice Chair for FY23. Mr. Dole seconded. The motion passed via unanimous roll call vote.

4. Chairman Smith called for the election of a new member of the Executive Committee for FY23.

**Resolution 23-11: Motion to Elect New Executive Committee Member for Fiscal Year 2023**

10:09 a.m. – Mr. Elsass moved for election of Ms. Merritt as Executive Committee Member for FY23. Mr. Dole seconded. The motion passed via unanimous roll call vote.

5. Chairman Smith welcomed special guests Greg Moebius, General Manager of WCBE; Luke Dennis, General Manager of WYSO; and Jason Paduchik, Vice President McKinley Strategies to the meeting. Mr. Agnew, General Manager WOSU, was due to be present but was absent. Ex. Dir. Phillips shared his background then invited Mr. Mobius to speak. Mr. Moebius shared details of his career in broadcasting. Mr. Dennis of WYSO was introduced. Mr. Paduchik of the McKinley Group was introduced as advocate for the BEMC. Additional guests were introduced.

## II. **Engineering and Broadcast Education Operations Committee**

- A. Mr. Dole provided an overview of the first two meetings of the Engineering and Broadcast Operations (E&BO) Committee. Thoughts are organized and partner stations that use the Joint Master Control (JMC) have been interviewed, as well as people who helped to build the JMC.
- B. Mr. Dole shared plans for the third and fourth meetings. The third will be to meet with stations not using the JMC and the fourth will be to formulate recommendations to the commission.

## III. **Finance**

### A. **September 2022 Financial Statement**

- 1. Mrs. Gage reviewed the September 2022 financial statement and said the commission is on track for FY23 spending. Invoices for first payment of subsidy funds were sent for processing on 10/03/2022.

### B. **FY22 Subsidy Survey Responses**

- 1. Mrs. Gage shared charts on the FY22 subsidy survey responses provided to the commission in advance of the meeting (available at [broadcast.ohio.gov](https://broadcast.ohio.gov)). These showed how funds sent to stations were spent, multimedia projects by type, and by audience.
  - a. Mr. Freeze shared appreciation for the slides and found them very informative.

### C. **FY24-25 Operating Budget Proposal**

- 1. Ex. Dir. Phillips shared a proposed budget for FY24-25. It included requests from BEMC, Statehouse News Bureau (SNB), Ohio Government Telecommunications (OGT), and Content Development, Distribution, and Acquisition (Ohio Public Broadcasting).
  - a. BEMC is asking for 4.8% increase over FY23 appropriation. About \$756k will go to salaries. Remainder will offset utility costs, address aging facility costs, broadcast maintenance
  - b. SNB is asking for 17% increase over FY23 appropriation. Funds would allow for an additional staff member.
  - c. OGT is asking for 13% increase over FY23 appropriation. Funds will pay for additional staff and expand media storage.
  - d. Ohio Public Broadcasting is requesting 8.7% increase over FY23 appropriation. Funds will offset rising utility costs and COVID-19's continuing impact on underwriting and other local support.
  - e. Overall request is \$11,053,750 in FY24 and FY25.

### **Resolution 23-12: Motion to Approve the Proposed FY24-25 Budget and Authorize the Ex. Dir. to Make Necessary Adjustments**

10:36 a.m. – Mr. See moved to approve the filing of BEMC's FY24-25 operating budget proposal and authorize the Executive Director to make any adjustments as necessary to

meet the OBM submission requirements. Mr. Dole seconded. The motion passed via unanimous roll call vote.

**D. WYSO \$300,000 Community Project**

1. Ex. Dir. Phillips informed the commission of a new Asset Line Item (ALI) in HB 687 appropriating \$300,000 to WYSO in community project funds for renovating a new station headquarters and invited Mr. Dennis to speak.
  - a. Mr. Dennis shared WYSO was part of Antioch College in an aging unsafe building. Local resident Mr. Chapelle offered to lease a renovated space to WYSO. WYSO needed to raise \$2.1 million to complete the project.
    - i. Dr. Woolard asked a question about classrooms offered. Mr. Dennis stated it was to train people to produce radio content, allowing individuals to have a voice on air.
    - ii. Mr. Dennis also talked about engaging the public in creating radio content, including a veteran story program.
    - iii. Mr. Freeze asked where the building is. Mr. Dennis stated it is on Dayton Street.

**Resolution 23-13: Motion to Authorize the Ex. Dir. to Sign Documents for Capital Funds Release to WYSO**

10:41 a.m. – Mr. See moved to authorize the Executive Director to sign documents necessary to release capital funds to WYSO. Mr. Freeze seconded. The motion passed via unanimous roll call vote.

**E. Public Broadcast Affiliates Capital Project Release**

1. Ex. Dir. Phillips said the FY23-24 capital request for television and radio (some projects were listed) has been approved by the Controlling Board.

**F. East Central Ohio Educational Service Center (ECOESC) FY23 Agreement**

1. Ex. Dir. Phillips reminded the commission of the agreement with ECOESC and provided an update on changes to the FY23 ECOESC space sharing Memorandum of Understanding (MOU). ECOESC requested a reduction in the amount of space being sub-leased.

**Resolution 23-14: Motion to Authorize the Ex. Dir. to Sign Documents for Revised ECOESC Space Sharing Agreement**

10:44 a.m. – Mr. See moved to authorize the Executive Director to issue and sign a revised space sharing agreement with ECOESC. Mr. Dole seconded. The motion passed via unanimous roll call vote.

**G. Easement for WNEO Tower in Salem, OH**

1. Ex. Dir. Phillips informed the commission of matters regarding a tower site in Salem, OH. He said the tower was authorized for use in northeast Ohio public media and the easement for electricity is up for renewal. Since the state retains the easement, BEMC is required to sign as the agency of record along with DAS and the utility supplier.

**Resolution 23-15: Motion to Authorize the Ex. Dir. to Sign Documents Related to Easement on Northeast Ohio**

10:45 a.m. – Mr. See moved to authorize the Executive Director to sign documents related to the easement of the tower site in northeast Ohio. Mr. Dole seconded. The motion passed via unanimous roll call vote.

**IV. Engineering Team Projects**

1. Mr. Stevenson, Chief of Engineering and Broadcast Operations, gave a status update on engineering team projects. A slide was shared detailing projects. These include last mile circuits, deployment of Juniper routers, auditing/strengthening fiber, new permanent backup joint master control, PBS sIX Phase E (to allow streaming of live content), hard drive storage expansion, tape drive upgrade, Telestream server replacement, and generator work.
  - a. Mr. Stevenson also shared a graphic of JMC accuracy rates, all were over 99.8% accurate.
  - b. Ms. Thompson asked if there was a plan to move all stations to IP broadcasting. Mr. Stevenson replied it is up to the stations. Ex. Dir. Phillips clarified everything that leaves BEMC is IP-based.

**V. FY22 Multimedia Projects**

1. Ms. Bryson highlighted completed FY22 multimedia projects and introduced special guests to speak on them.
  - a. Ms. Gloria Skurski, ThinkTV, talked about two multimedia series going into distribution. First was geared to “tweens” and the second was for older teens. The first was from a concern that not enough girls and people of color were entering STEM fields. Partners stated young people want to hear from other young people, honest conversations in race and gender, and wanted to know about the whole person, not just the career. A video was shared, and a slide was presented showing companies that are involved. Distribution is on BEMC’s website, ThinkTV You Tube channel, PBS learning Media, social media, and other partners.
  - b. Mr. Lammers, WCET, discussed the Talking Jobs videos targeting older teens. Videos give teens more nuance about specific jobs. Infrastructure is being built to reach the end user first, then use the data to create the videos based on their needs. How videos are being consumed needs to be researched to measure outcomes. Episodes included “How do I Figure Out What I want to Do?”, “Workplace Culture”, and “How to Turn a Side Hustle into a Career”. A video was shared.
2. Ms. Bryson provided a status update on the FY23 project topics. Ohio Department of Education has approved multimedia topics proposed by stations (available at [broadcast.ohio.gov](https://broadcast.ohio.gov)).

- a. Dr. Woolard added the projects align with the priorities of the State. Ohio students aren't back to where they were before the pandemic and ODE is working to get them back to those measures.
  - b. Ex. Dir. Phillips shared budget language exists in the budget that MM should focus on the lower 1/3 of schools and plans to remove the language from future budget bills is in the works.
3. Chairman Smith passed around a paper for commissioners to express interest in joining a committee with the goal of having 4 commissioners in each committee

VI. **Executive Session**

**Resolution 23-16: Motion to Enter into Executive Session**

11:22 a.m. – Mr. Elsass made a motion to enter executive session to discuss alleged misconduct and potential discipline of a public employee. Mr. Dole seconded. The motion passed via unanimous roll call vote.

Regular session was resumed at 11:57 p.m.

**Resolution 23-17: to authorize and implement a performance improvement plan for the Executive Director**

11:57 a.m. – Chairman Smith made a motion to institute a performance improvement plan for Ex. Dir. Phillips. Mr. Elsass seconded. The motion passed via roll call vote with one abstention.

VII. **Adjournment:**

**Resolution 23-18: Motion for Adjournment**

11:58 p.m. - Mr. Dole moved to adjourn. Mr. Freeze seconded. The motion passed without dissent.

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Robert C. Smith, Chairman  
Broadcast Educational Media Commission

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Date